PHILIP MORRIS

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December 16, 1996

Ms. Ce Ce Ryan
PEOPLE MAGAZINE
Time & Life Building
1271 Avenue of Americas
New York, NY 10020

Dear Ce Ce:

As discussed in our previous phone conversation, PEOPLE magazine has agreed to assist Virginia Slims in creating excitement for our "WOMAN THING MUSIC" promotion with free mentions in your "Calendar of Events"/ "Upcoming Events"/"Coming Attractions" pages.

Enclosed for your review is a copy of the Virginia Slims "WOMAN THING MUSIC" press kit and Bar night program market schedule. Please use this information to create an exciting mention for our Virginia Slims Music Tour.

Please note that we will have more specific information concerning each event available after January 6, 1997. Please contact myself or Wendy Marin at 878-2839 prior to issue closing dates for more program specifics.

Thank you for all your help. If you have any additional questions, please feel free to call me at 878-2790.

Sincerely,

Phyllis

Phyllis E. LaRusso

/enclosures

cc: W. Marin
K. Marryshow
S. Rush
R. Schneider
R. Simons

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